

HOW TO SET UP GOOGLE ALERTS



Background

Google Alerts is a free Google feature that monitors the internet for mentions of any topic a user specifies. Google collects and packages all instances of these mentions and delivers them to the user continuously (as soon as Google recognizes the mention), daily or weekly. For instance, you may choose to be notified anytime your name is mentioned in an article, when a specific job title is posted, or when your business is mentioned.

Step 1: Open the Website

To begin, type “Google Alerts” into your search engine, or you can go directly to the website <http://www.google.com/alerts>. It might be helpful to bookmark this page for easier access in the future.

Tip: You can use the search box like you would in Google Search, but avoid general terms or the vast majority of the results will be wildly unnecessary and difficult to sift through. You can use *advanced search commands*, surround the search in quotes for *phrase searches*, *search on a specific site only*, etc.

Step 3: Create the Alert

Enter a valid email address, where Google will send you the results of your query. Then complete the process by clicking on the “Create Alert” button. (If it doesn’t ask for your email, you are likely already logged into your Google Account, and will receive the emails in the associated email account). You will receive an email from Google Alerts asking you to confirm or cancel this request. Once you confirm the request, you will begin receiving your alerts. Your first basic Google Alert is now complete. See Step 4 to learn how to further specify search parameters.

Step 2: Enter Your Search

Under “Alerts” (highlighted below), enter the topic you would like to receive alerts about. As soon as you begin typing, a sample of your first alert will appear. If you are not getting the results you want, you can change your input right away. You may decide to set an alert for your own name to help monitor what might be out on the internet about you, especially after you have reviewed the “Self-Assessment card”.

Tip: Emails from Google Alerts are sent from google-alerts-noreply@google.com. You might set up an email filtering rule for messages from that address so that they’re sorted into a special folder instead of in your inbox, where they can easily cause cluttering.

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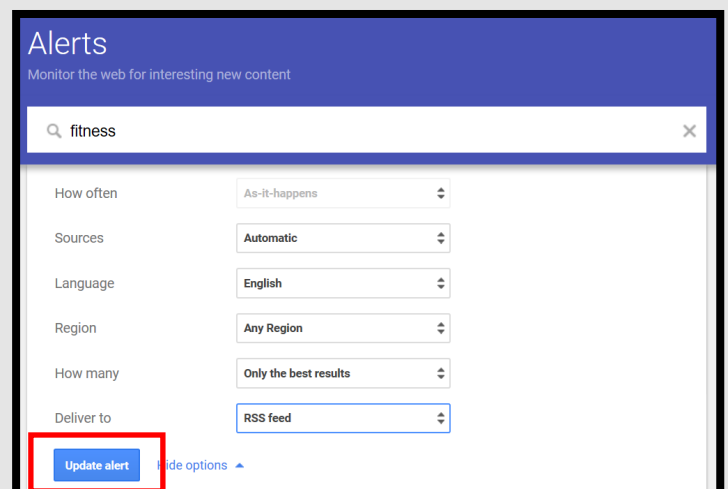
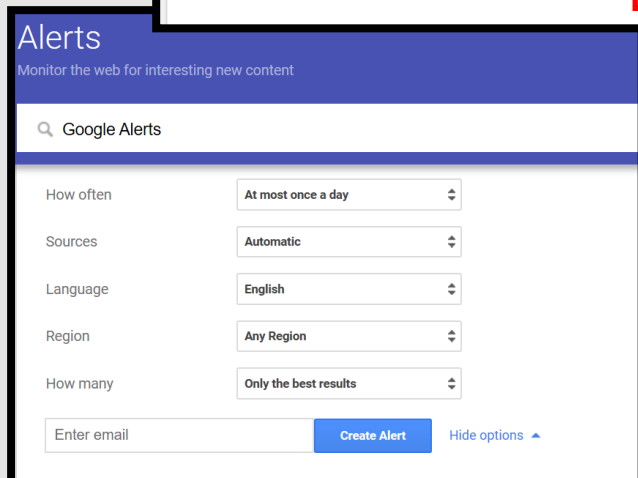
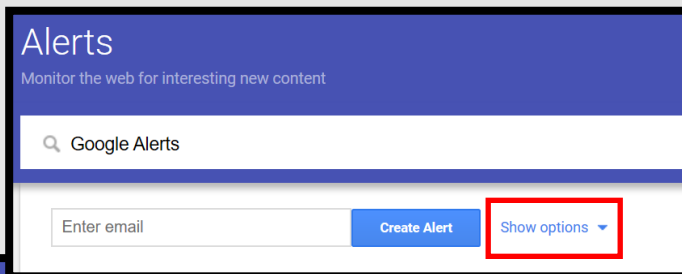
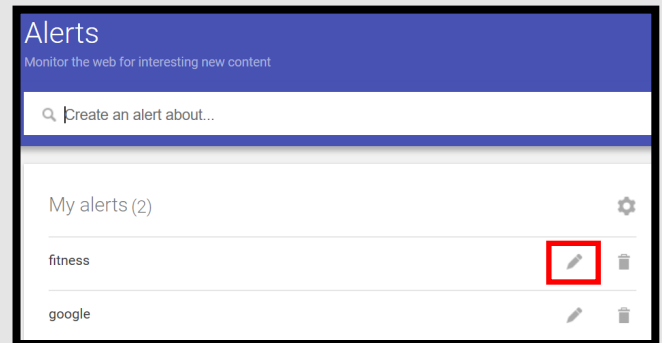
Step 4: Choose Search Parameters

Select "Show options" to adjust:

- How often you want to receive alerts (choose as it happens, once per day, or once per week)
- The source of the search (e.g., Video, News, Web, Books)
- The language of the source website
- The region in which the search should take place (like the U.S., Egypt, Spain, etc.)
- How many search results you want to see (only the best results or all search results)
- Where to deliver the Google Alerts data (your email address or an RSS feed)

Modify Alerts

If you would like to modify your current alerts complete the following steps. Select the "Edit" button next to the alert you wish you modify (see the Pencil icon as highlighted below). You may now change the alert keywords, as well as any of the search parameters listed. To finish, select "Update alert" at the bottom.



Delete Alerts

If you ever wish to delete one or more of your alerts, you can do so easily by clicking the "Trash can" icon next to the alert you wish to delete..

